

## CLAIMS

Claims 7, 8, 13-18, 25-26, 30-31 and 56 have been cancelled. Claims 40-48, 49, 50, 51, 52-55 and 57 remain pending in the application. Claims 40, 46-52 and 54-55 have been amended. No claim has been added.

### Listing of the claims:

1-39. (Cancelled)

40. (Currently Amended) A system comprising:

a plurality of in-store kiosks, near points of purchases in stores located across different geographic locations, each including,

a wireless network interface coupled to a network,

a multimedia drive having inside physically replaceable multimedia having stored thereon full motion video content,

a storage memory, coupled to the wireless network interface, having stored therein remotely changeable data content that includes markup language content received over the network containing at least questions to collect personal information from users,

an overlay unit coupled to the storage memory and the multimedia drive to overlay the remotely changeable data content onto the full motion video content to form a combined content in a single window,

an active screen to display the combined content,

a keyboard to input data,

a plurality of buttons on both sides of the active screen ~~buttons alongside~~  
~~the active screen~~ to receive various user inputs, and

a processor coupled to the buttons, the keyboard, and the storage memory;

and

a central server coupled to the plurality of in-store kiosks via the network to  
periodically receive data uploaded from each of the plurality of in-store  
kiosks, the central server including,

a local directory structure, storing different data content for transmission to  
different ones of the plurality of in-store kiosks; and

a database to store the data uploaded from the plurality of in-store kiosks.

41. (Previously presented) The system as in claim 40 wherein each of the plurality of in-store kiosks has at least one of a keyboard, a card swipe, a touch screen, a printer, a microphone, and a motion sensor.

42. (Previously presented) The system as in claim 40 wherein each of the plurality of in-store kiosks permits two way communication between that in-store kiosk and end-users and the video content and the mark up language combine to provide a responsive, up-to-date, easy-to-use interactive experience with an additional benefit of high-quality full motion video.

43. (Previously presented) The system as in claim 42 wherein each of the plurality of in-store kiosks includes a card swipe to receive information off a membership club card of end users, and the video content and the mark up language combined to provide an integrated multimedia product presentation, sales promotion and/or allow for e-commerce transactions for given products of a particular vendor.

44. (Previously presented) The system as in claim 40 wherein the plurality of in-store kiosks are dedicated to a given vendor's products or a set of products, permit two way communication between the plurality of in-store kiosks and end-users and the video content and the mark up language include low-bandwidth media concerning latest product information or sales promotion for the products being sold in a given retail store.

45. (Previously presented) The system as in claim 40 wherein each of the plurality of in-store kiosks interact with end-users to promote products and move inventories within different stores where each of the plurality of in-store kiosks is correspondingly located and the video content and the markup language combine to form up-to-date promotional offers and dynamic advertising information for in-store merchandise.

46. (Currently Amended) A method to distribute information, comprising:

storing markup language content in a plurality of directories, within a local  
directory structure in a central server, corresponding to a plurality of in-  
store kiosks;

downloading the markup language content and configuration data via a network  
from the plurality of directories in the local directory structure of the

central server into the corresponding plurality of in-store kiosks, wherein each of the plurality of in-store kiosks has an active screen display, has a card swipe to receive information off a membership club card of end users, and is located ~~near a point of purchase~~ in a different store ~~at a different location;~~

retrieving video content from a DVD played in a DVD drive in each of the plurality of in-store kiosks; and

integrating the markup language content with the video content using an overlay unit to form dynamic advertising and changeable promotional information content displayed on the active screen of each of the plurality of in-store kiosks~~[[;]]~~ to promote products and move inventories within the different stores where each of the plurality of in-store kiosks is correspondingly located.

47. (Currently Amended) The ~~system~~ method as in claim 46 wherein each of the plurality of in-store kiosks also has at least one of a keyboard, ~~a card swipe,~~ a touch screen, a printer, a microphone, and a motion sensor.

48. (Currently Amended) The ~~system~~ method as in claim 46 wherein each of the plurality of in-store kiosks permits two way communication between that in-store kiosk and end-users and the video content and the mark up language combine to provide a

responsive, up-to-date, easy-to-use interactive experience with an additional benefit of high-quality full motion video.

49. (Currently Amended) The ~~system~~ method as in claim 48 ~~46~~ wherein ~~each of the plurality of in-store kiosks includes a card swipe to receive information off a membership club card of end-users, and~~ the video content and the mark up language combined to provide an integrated multimedia product presentation, sales promotion and/or allow for e-commerce transactions for given products of a particular vendor.

50. (Currently Amended) The ~~system~~ method as in claim 46 wherein the plurality of in-store kiosks are dedicated to a given vendor's products or a set of products, permit two way communication between the plurality of in-store kiosks and end-users, and the video content and the mark up language include low-bandwidth media concerning latest product information or sales promotion for the products being sold in a given retail store.

51. (Currently Amended) The ~~system~~ method as in claim 46 wherein ~~each of the plurality of in-store kiosks interact with end-users to promote products and move inventories within different stores where each of the plurality of in-store kiosks is correspondingly located and~~ the video content and the markup language combine to form up-to-date promotional offers ~~and dynamic advertising information~~ for in-store merchandise.

52. (Currently Amended) A method to collect information, comprising:

storing markup language content in a plurality of directories, with a local directory structure in a central server, corresponding to a plurality of in-store kiosks;

downloading the markup language content and configuration data via a network  
from the plurality of directories in the local directory structure of the  
central server into the corresponding plurality of in-store kiosks, wherein  
each of the plurality of in-store kiosks has an active screen display and is  
located near a point of purchase in a different store at a different location;  
retrieving video content from a DVD played in a DVD drive in each of the  
plurality of in-store kiosks;  
integrating the markup language content with the video content using an overlay  
unit to form displays on the active screen on each of the plurality of in-  
store kiosks, wherein the plurality of in-store kiosks interact with end-  
users to promote products and move inventories within different stores  
where each of the plurality of in-store kiosks is correspondingly located;  
prompting the end users with dynamic, programmed questions after they initiate  
interaction with each of the plurality of in-store kiosks;  
storing responses entered into each of the plurality of in-store kiosks by the end  
users through at least one of a keyboard, buttons, and microphone;  
uploading usage statistics compiled from the end users that are stored in each of  
the plurality of in-store kiosks to the central server via the network; and  
storing the usage statistics uploaded from each of the plurality of in-store kiosks in  
a central database in the central server for data mining purposes.

53. (Previously presented) The method as in claim 52 wherein each of the plurality of in-store kiosks also has at least one of a card swipe, a keyboard, a touch screen, a printer, a microphone and a motion sensor.

54. (Currently amended) The ~~system~~ method as in claim 52 wherein each of the plurality of in-store kiosks permits two way communication between that in-store kiosk and end-users and the video content and the mark up language combine to include at least multiple-choice type questions for the end-users to provide a responsive, up-to-date, easy-to-use interactive experience with an additional benefit of high-quality full motion video.

55. (Previously presented) The ~~system~~ method as in claim 54 wherein each of the plurality of in-store kiosks includes a card swipe to receive information off a membership club card of end users, and the video content and the mark up language combined to provide an integrated multimedia product presentation, sales promotion and/or allow for e-commerce transactions for given products of a particular vendor.

56. (Canceled)

57. (Previously presented) An apparatus comprising:  
a plurality of devices in different retail stores acting as in-store kiosks to provide  
integrated multimedia product and sales promotion presentations, each of  
the plurality of devices including,  
a network connection to a network,  
a multimedia drive having inside physically replaceable multimedia having  
stored thereon full motion video content regarding products being  
sold in the retail store,

a storage memory, coupled to the network connection, having stored  
therein remotely changeable data content received over the network  
regarding latest product and sales promotion information for  
products being sold in the retail store,  
an active screen,  
an overlay unit coupled to the multimedia drive, storage memory, and  
active screen to combine the full motion video content and the  
remotely changeable data content,  
a card swipe to receive end-user information from a membership club  
card,  
a printer, and  
a processor coupled to the card swipe, printer, and storage memory; and  
  
a server coupled to each of the plurality of devices through the network to selectively  
distribute up-to-date versions of the remotely changeable data based on store specific  
needs.